

**WHAT IS CLAIMED IS:**

- 1 1. A method for blocking advertisements, the method comprising:
  - 2 a) accepting at least one category of ads to be blocked;
  - 3 b) accepting at least one ad, each ad being associated with at least one
  - 4 category; and
  - 5 c) preventing an ad from being served if at least a predetermined number
  - 6 of its at least one category match any of the at least one category of ads
  - 7 to be blocked.
- 1 2. The method of claim 1 wherein the category is a semantic cluster.
- 1 3. The method of claim 1 wherein the category is a probabilistic hierarchical  
2 inferential learner cluster.
- 1 4. The method of claim 1 wherein the category is a concept.
- 1 5. The method of claim 1 wherein the act of preventing an ad from being served  
2 includes removing the ad from a set of eligible ads.
- 1 6. The method of claim 1 wherein the predetermined number is one.
- 1 7. The method of claim 1 wherein at least one of the at least one category is a  
2 product category.
- 1 8. The method of claim 1 wherein at least one of the at least one category is a  
2 service category.
- 1 9. The method of claim 1 wherein the at least one category of ads to be blocked  
2 is accepted from a list associated with at least one document.

- 1 10. The method of claim 9 wherein the at least one document is at least one  
2 Web page.
- 1 11. The method of claim 9 wherein the at least one document include Web  
2 pages of a Website.
- 1 12. The method of claim 9 wherein the at least one document is at least one  
2 Web page associated with a path name.
- 1 13. The method of claim 1 further comprising:  
2 d) accepting at least one term; and  
3 e) preventing an ad from being served if at least a part of its ad  
4 information includes at least a second predetermined number of any of the  
5 at least one term.
- 1 14. The method of claim 13 wherein the at least a part of the ad information is  
2 content of a creative of the ad.
- 1 15. The method of claim 13 wherein the at least a part of the ad information is  
2 keyword targeting terms associated with the ad.
- 1 16. The method of claim 13 wherein the at least a part of the ad information is  
2 content of a document linked to by the ad.
- 1 17. The method of claim 13 wherein the second predetermined number is one.
- 1 18. The method of claim 13 wherein at least one of the at least one term is a  
2 product name.
- 1 19. The method of claim 13 wherein at least one of the at least one term is a  
2 name of a product manufacturer.

- 1 20. The method of claim 13 wherein at least one of the at least one term is a  
2 name of a product retailer.
- 1 21. The method of claim 13 wherein at least one of the at least one term is a  
2 service name.
- 1 22. The method of claim 13 wherein at least one of the at least one term is a  
2 name of a service provider.
- 1 23. The method of claim 13 wherein the at least one term is accepted from a list  
2 associated with at least one document.
- 1 24. The method of claim 23 wherein the at least one document is at least one  
2 Web page.
- 1 25. The method of claim 23 wherein the at least one document include Web  
2 pages of a Website.
- 1 26. The method of claim 23 wherein the at least one document is at least one  
2 Web page associated with a path name.
- 1 27. A method for determining a set of advertisements, the method comprising:  
2 a) accepting at least one category of ads to be blocked;  
3 b) adjusting a weight of each of the at least one category in a comparison  
4 function;  
5 c) accepting at least one ad, each ad being associated with at least one  
6 category;  
7 d) accepting a document being associated with at least category; and  
8 e) comparing each of the at least one ad with the document using the  
9 comparison function.

- 1 28. The method of claim 27 wherein the category is a semantic cluster.
- 1 29. The method of claim 27 wherein the category is a probabilistic hierarchical  
2 inferential learner cluster.
- 1 30. The method of claim 27 wherein the category is a concept.
- 1 31. The method of claim 27 wherein the act of adjusting a weight of each of the  
2 at least one category in a comparison function includes setting the weight to  
3 zero.
- 1 32. The method of claim 27 wherein at least one of the at least one category is a  
2 product category.
- 1 33. The method of claim 27 wherein at least one of the at least one category is a  
2 service category.
- 1 34. The method of claim 27 wherein the at least one category of ads to be  
2 blocked is accepted from a list associated with at least one document.
- 1 35. The method of claim 34 wherein the at least one document is at least one  
2 Web page.
- 1 36. The method of claim 34 wherein the at least one document include Web  
2 pages of a Website.
- 1 37. The method of claim 34 wherein the at least one document is at least one  
2 Web page associated with a path name.
- 1 38. The method of claim 27 further comprising:  
2 f) accepting at least one term; and

3 g) preventing an ad from being served if at least a part of its ad  
4 information includes at least a second predetermined number of any of the  
5 at least one term.

1 39. The method of claim 38 wherein the at least a part of the ad information is  
2 content of a creative of the ad.

1 40. The method of claim 38 wherein the at least a part of the ad information is  
2 keyword targeting terms associated with the ad.

1 41. The method of claim 38 wherein the at least a part of the ad information is  
2 content of a document linked to by the ad.

1 42. The method of claim 38 wherein the second predetermined number is one.

1 43. The method of claim 38 wherein at least one of the at least one term is a  
2 product name.

1 44. The method of claim 38 wherein at least one of the at least one term is a  
2 name of a product manufacturer.

1 45. The method of claim 38 wherein at least one of the at least one term is a  
2 name of a product retailer.

1 46. The method of claim 38 wherein at least one of the at least one term is a  
2 service name.

1 47. The method of claim 38 wherein at least one of the at least one term is a  
2 name of a service provider.

1 48. The method of claim 38 wherein the at least one term is accepted from a list  
2 associated with at least one document.

1 49. The method of claim 48 wherein the at least one document is at least one  
2 Web page.

1 50. The method of claim 48 wherein the at least one document include Web  
2 pages of a Website.

1 51. The method of claim 48 wherein the at least one document is at least one  
2 Web page associated with a path name.

1 52. Apparatus for blocking advertisements, the apparatus comprising:  
2 a) an input for accepting:  
3 i) at least one category of ads to be blocked, and  
4 ii) at least one ad, each ad being associated with at least one  
5 category; and  
6 b) means for preventing an ad from being served if at least a  
7 predetermined number of its at least one category match any of the at  
8 least one category of ads to be blocked.

1 53. The apparatus of claim 52 wherein the category is a semantic cluster.

1 54. The apparatus of claim 52 wherein the category is a probabilistic hierarchical  
2 inferential learner cluster.

1 55. The apparatus of claim 52 wherein the category is a concept.

1 56. The apparatus of claim 52 wherein the means for preventing an ad from  
2 being served includes means for removing the ad from a set of eligible ads.

- 1 57. The apparatus of claim 52 wherein the predetermined number is one.
- 1 58. The apparatus of claim 52 wherein at least one of the at least one category  
2 is a product category.
- 1 59. The apparatus of claim 52 wherein at least one of the at least one category  
2 is a service category.
- 1 60. The apparatus of claim 52 wherein the at least one category of ads to be  
2 blocked is accepted from a list associated with at least one document.
- 1 61. The apparatus of claim 60 wherein the at least one document is at least one  
2 Web page.
- 1 62. The apparatus of claim 60 wherein the at least one document include Web  
2 pages of a Website.
- 1 63. The apparatus of claim 60 wherein the at least one document is at least one  
2 Web page associated with a path name.
- 1 64. The apparatus of claim 60 wherein the input is further adapted to accept at  
2 least one term, the apparatus further comprising:  
3 c) preventing an ad from being served if at least a part of its ad  
4 information includes at least a second predetermined number of any of the  
5 at least one term.
- 1 65. The apparatus of claim 64 wherein the at least a part of the ad information is  
2 content of a creative of the ad.
- 1 66. The apparatus of claim 64 wherein the at least a part of the ad information is  
2 keyword targeting terms associated with the ad.

- 1 67. The apparatus of claim 64 wherein the at least a part of the ad information is  
2 content of a document linked to by the ad.
- 1 68. The apparatus of claim 64 wherein the second predetermined number is  
2 one.
- 1 69. The apparatus of claim 64 wherein at least one of the at least one term is a  
2 product name.
- 1 70. The apparatus of claim 64 wherein at least one of the at least one term is a  
2 name of a product manufacturer.
- 1 71. The apparatus of claim 64 wherein at least one of the at least one term is a  
2 name of a product retailer.
- 1 72. The apparatus of claim 64 wherein at least one of the at least one term is a  
2 service name.
- 1 73. The apparatus of claim 64 wherein at least one of the at least one term is a  
2 name of a service provider.
- 1 74. The apparatus of claim 64 wherein the at least one term is accepted from a  
2 list associated with at least one document.
- 1 75. The apparatus of claim 64 wherein the at least one document is at least one  
2 Web page.
- 1 76. The apparatus of claim 64 wherein the at least one document include Web  
2 pages of a Website.



1 77. The apparatus of claim 64 wherein the at least one document is at least one  
2 Web page associated with a path name.

1 78. Apparatus for determining a set of advertisements, the apparatus  
2 comprising:

3 a) an input for accepting

4 i) at least one category of ads to be blocked,

5 ii) at least one ad, each ad being associated with at least one  
6 category, and

7 iii) a document being associated with at least category;

8 b) means for adjusting a weight of each of the at least one category in a  
9 comparison function; and

10 c) means for comparing each of the at least one ad with the document  
11 using the comparison function.

1 79. The apparatus of claim 78 wherein the category is a semantic cluster.

1 80. The apparatus of claim 78 wherein the category is a probabilistic hierarchical  
2 inferential learner cluster.

1 81. The apparatus of claim 78 wherein the category is a concept.

1 82. The apparatus of claim 78 wherein the means for adjusting a weight of each  
2 of the at least one category in a comparison function includes setting the weight  
3 to zero.

1 83. The apparatus of claim 78 wherein at least one of the at least one category  
2 is a product category.

1 84. The apparatus of claim 78 wherein at least one of the at least one category  
2 is a service category.

- 1 85. The apparatus of claim 78 wherein the at least one category of ads to be  
2 blocked is accepted from a list associated with at least one document.
- 1 86. The apparatus of claim 85 wherein the at least one document is at least one  
2 Web page.
- 1 87. The apparatus of claim 85 wherein the at least one document include Web  
2 pages of a Website.
- 1 88. The apparatus of claim 85 wherein the at least one document is at least one  
2 Web page associated with a path name.
- 1 89. The apparatus of claim 78 wherein the input is further adapted to accept at  
2 least one term, the apparatus further comprising:
  - 3 d) means for preventing an ad from being served if at least a part of its ad  
4 information includes at least a second predetermined number of any of the  
5 at least one term.
- 1 90. The apparatus of claim 89 wherein the at least a part of the ad information is  
2 content of a creative of the ad.
- 1 91. The apparatus of claim 89 wherein the at least a part of the ad information is  
2 keyword targeting terms associated with the ad.
- 1 92. The apparatus of claim 89 wherein the at least a part of the ad information is  
2 content of a document linked to by the ad.
- 1 93. The apparatus of claim 89 wherein the second predetermined number is  
2 one.

1 94. The apparatus of claim 89 wherein at least one of the at least one term is a  
2 product name.

1 95. The apparatus of claim 89 wherein at least one of the at least one term is a  
2 name of a product manufacturer.

1 96. The apparatus of claim 89 wherein at least one of the at least one term is a  
2 name of a product retailer.

1 97. The apparatus of claim 89 wherein at least one of the at least one term is a  
2 service name.

1 98. The apparatus of claim 89 wherein at least one of the at least one term is a  
2 name of a service provider.

1 99. The apparatus of claim 89 wherein the at least one term is accepted from a  
2 list associated with at least one document.

1 100. The apparatus of claim 99 wherein the at least one document is at least  
2 one Web page.

1 101. The apparatus of claim 99 wherein the at least one document include Web  
2 pages of a Website.

1 102. The apparatus of claim 99 wherein the at least one document is at least  
2 one Web page associated with a path name.